

ORDINANCE NO. _____

**AN ORDINANCE IMPOSING A MORATORIUM FOR A PERIOD OF NINETY DAYS,
UNLESS OTHERWISE EXTENDED, ON THE ACCEPTANCE OF APPLICATIONS FOR
PERMITS AND ISSUANCE OF PERMITS FOR THE ERECTION, CONSTRUCTION, OR
MODIFICATION OF OFF PREMISE SIGNS OR BILLBOARDS,
INCLUDING BUT NOT LIMITED TO, CONVERSION TO DIGITAL DISPLAY**

WHEREAS, the zoning regulations of the City of El Paso have been established for the purpose of promoting the health, safety, morals and general welfare of its citizens; and,

WHEREAS, the citizens of this City have expressed significant concern over the location and appearance of off premise signs within the City and the City's extraterritorial jurisdiction, and the subsequent impact on their quality of life; and,

WHEREAS, the business community has expressed a concern over the possible impact that the prohibition of new off premise signs will have on their businesses; and,

WHEREAS, the City has determined that the number, sizes and height of off-premise signs in the City and the City's extraterritorial jurisdiction is excessive, unduly distracting and confusing to motorists and pedestrians, creates a traffic hazard, and reduces the effectiveness of signs needed to direct the public; and,

WHEREAS, the City has determined that the appearance of the city, particularly that of its residential and light commercial districts, is marred by the excessive number of off premise signs and detracts from the pleasure, safety and economic well being of the community, and that the number of distracting signs ought to be reduced in order to lessen the detrimental effects; and,

WHEREAS, on July 14, 2009, City Council adopted a sign ordinance prohibiting new off premise signs within the City and the City's extraterritorial jurisdiction; and,

WHEREAS, on July 17, 2009, the Mayor vetoed such ordinance; and,

WHEREAS, Council desires to adopt a sign ordinance that will address the concerns raised by the business community and citizens; and,

WHEREAS, in order to maintain the status quo of existing conditions and number of existing off premise signs, pending further investigation of the possible regulation of off-premise signs, the Council has determined it necessary to impose a moratorium on the acceptance of applications for permits and the issuance of permits for the erections, construction or modification of any off premise signs or billboards, in order to allow the City Council to study the issue of off premise signs, both digital and non-digital and their effect on the safety and economic well being of the community and complete the review of the sign ordinance and adopt any necessary amendments; and,

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WHEREAS, the City desires to complete such review of amendments to the Sign Ordinance in an expeditious manner; and,

WHEREAS, the City Council finds that the proposed moratorium as herein provided will further protect and provide for the public health, safety, morals, and general welfare of the public;

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF EL PASO:

That there be and hereby is imposed a moratorium period of ninety (90) days, unless extended, on the acceptance of all applications for permits and the issuance of permits for the erection, construction, or modification, including but not limited to the conversion to digital display, of any off premise sign or billboard. Such moratorium period shall automatically expire ninety (90) days from the passage of this Ordinance, unless extended by City Council, or upon passage by City Council of an ordinance amending Title 20 regulating off-premise signs.

ADOPTED this the _____ day of _____, 2009.

THE CITY OF EL PASO

John Cook
Mayor

ATTEST:

Richarda Duffy Momsen
City Clerk

APPROVED AS TO FORM:

Lupe Cuellar
Assistant City Attorney

APPROVED AS TO CONTENT:

Patricia D. Adauto

Patricia D. Adauto, Deputy City
Manager for Development and Infrastructure
Services